



246 North Main Street
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Loomis Life

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Our Mission + Vision = Your Quality Life

Recently, The Loomis Communities completed a redesign of our mission, vision, and guiding principles. These statements are at the very heart of everything we do at The Loomis Communities, and we are excited to share them with you in this month's edition of *Loomis Life*!

Our mission at The Loomis Communities is to open doors to worlds of positive aging.

We believe in building on our proud traditions of integrity, security, and hospitality. Loomis will always be a vibrant, welcoming community that provides resources to maximize well-being and personal fulfillment while sharing our talents and strengths with all those whose lives we touch. This vision assists in directing our path forward.

At The Loomis Communities, our guiding principles embody those attributes most important to us. They inform our decision making, impact our daily behaviors, and collectively create the culture of a diverse organization.

At The Loomis Communities our approach to diversity is simple: embrace and engage everyone. To be engaged, individuals must feel included and valued. We strive to build and nurture an environment where there is a deep sense of pride, passion, and belonging. This sense of community transcends residents and team members through our shared commitment to social responsibility.

To honor our rich history, which spans over 100 years, we chose to express the guiding principles as the acronym **ELVIRA**. Elvira Whiting Ball was a pioneer of senior living. Her hard work and passion eventually became the special place we know today as The Loomis Communities. Read on to learn more about this visionary on the backside of the newsletter.



Elvira Whiting Ball,
The Loomis Communities
Founder

Excellence - We strive to exceed expectations by challenging ourselves and committing to continuous innovation, quality, and technological improvement. We seek excellence in what we do, in who we are as people, and as an organization.

Leadership - We seek out and engage the knowledge, experiences, and talents of those around us, and together we translate our vision into reality.

Voice - We involve and listen to the persons most impacted in decision making, and we combine our individual voices to create a more vibrant community.

Integrity - We earn trust through honest, transparent and ethical decisions and actions.

Respect - We are committed to treating everyone with dignity, kindness, and compassion. We encourage and welcome diversity in our communities (diversity in its broadest definition), as we believe that diversity reflects our world, strengthens our efforts, and honors our mission.

Accountability - We take responsibility for sustaining and improving our fiscal and natural resources to provide for current needs while preserving and growing for the future.

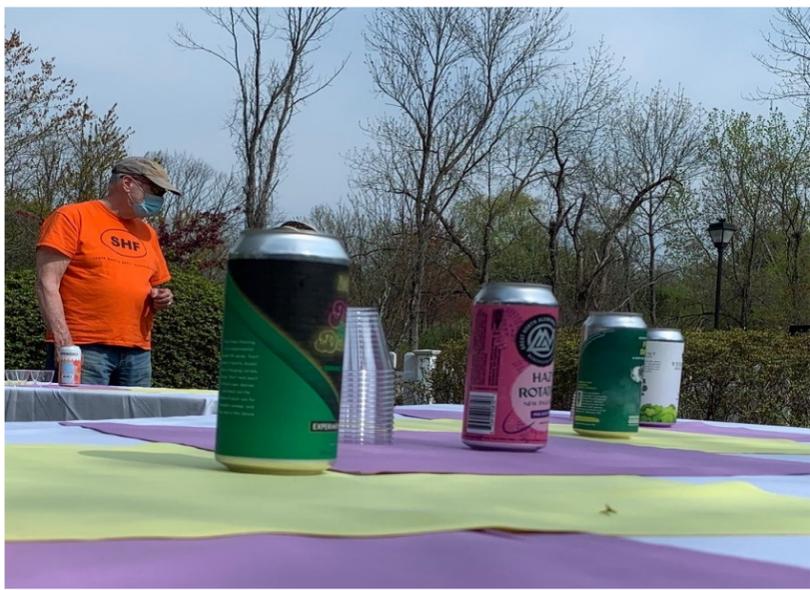
Coming Together Over a Pint

After the year that was 2020, Loomis Village residents and staff were able to raise a glass to the first beer garden event of 2021.

As a vaccinated community--for the first time in a long time--we could all be together outside to experience live music, delicious food, interesting pours, and each other's company.

In what we can only call a "Taste of New England", the tasting menu featured IPAs, stouts, sours, and more from over ten breweries in four different states. Residents had the chance to enliven their palates while also learning about the various beers from team members who were serving.

For the non-beer drinkers, the garden also offered several varieties of wine from local vineyards, including a limited edition maple wine (a huge hit!).



There was a palpable energy as we ate, drank, and enjoyed live music from Kyle Love while catching up with friends we may not have seen in a while. Cheeseburger sliders and warm pretzels definitely helped set the mood.

You too can be a part of the next beer garden. Contact us using the email address on the bottom of the page. Then, we will get in touch with you before the next event so you can come and experience some of the best that New England has to offer.

Cheers to many more festive occasions to come with good food and drink--and great people!

A Loomis Legacy: Elvira Whiting Ball

Over a century ago, Elvira Whiting Ball, the founding leader of The Loomis Communities, with a group of Holyoke women saw the need to create a place for older adults "exempt from strife".

In a time of no Social Security or long-term care insurance, these women raised funds for construction of a home for seniors who could not afford private care. In the fall of 1911, the first residents moved into the home on Loomis Avenue in Holyoke. Beautiful both inside and out, this residence was dedicated to their comfort and happiness.

In her honor, The Loomis Communities honors one individual or group annually with the Elvira Whiting Ball Award. The recipients



2019 Elvira Whiting Ball Award Recipient Cynthia Jacelon with Applewood Resident Services Director Kelley Murphy and resident / B.O.D. member Fletcher Davis

personify the spirit of our founder and are recognized for having advanced the mission of The Loomis Communities--**a mission that continues to evolve and grow to this day with the residents it aims to serve.**

Not to Fret, We're Having a Fete!

Fun Fact: One of the original fundraisers for the Holyoke Home for the Aged, which became Loomis House and eventually The Loomis Communities, was a "Strawberry Fete" or festival.

This June, we are returning to our roots as we welcome everyone back to our communities for the first in-person marketing events of 2021.



You read that right. We're having a strawberry festival at Applewood, Loomis Village, and Loomis Lakeside at Reeds Landing. Topped off with a strawberry-themed menu, we can't wait to see you and celebrate with some delicious, seasonal fruit.

Be on the lookout for the invitation in your mailbox in the coming days, and save the date for this sweet summer event.